



greater hartford  
arts council

## **THE ARTS MEANS JOBS IN HARTFORD**

### **BUSINESS DEVELOPMENT GRANTS FOR ARTISTS: AN INVESTMENT IN JOB CREATION**

#### **---NEWS AND COMMUNITY RELEASE---**

(June 24, 2011)--- Eighteen Hartford-based artists and small businesses will receive more than \$100,000 from the City of Hartford through a program designed to build jobs through the creative economy. These "Business Development Grants for Artists and the Creative Industry" are funded by Federal Community Development Block Grant dollars. They are part of a larger job-creation program created by the City of Hartford and the Greater Hartford Arts Council in 2009. Earlier this year, the program awarded more than \$370,000 to 19 nonprofit organizations to create arts-related jobs and spending in the city.

The grants will build upon the Capital City's renowned reputation as an "Arts Mecca" by providing investment resources to Hartford-based artists to retain and create jobs and stimulate the City's overall economy. Americans for the Arts' *Arts & Economic Prosperity* study documents that the arts industry in Greater Hartford supports 7,400 jobs, generates \$189.3 million in household income to local residents, and delivers \$23.5 million in local and state government revenue.

The grants just awarded range from \$5,000 to \$10,000 and may be used for business-related operational costs and equipment purchases. They are targeted to members of the "creative economy," that is, individuals and businesses who create, promote or distribute the arts. Included in this sector are performing arts, visual arts, photography, fashion, film, radio, TV, design, publishing and art schools and services.

The grants to nonprofit organizations earlier in the year ranged from \$5,000 to \$32,500, and funded new arts-based projects, youth-employment programs and facilities improvements.

"A consistent commitment to this effort will continue the momentum that we created with the first round of grants. In the last two years the City has invested over \$2 million in Hartford-based artists, small businesses and heritage organizations. The investment has paid off, creating and retaining hundreds of jobs and expanding market capacity for city businesses," said Mayor Pedro Segarra.

"This jobs-grant program is a real public-private partnership, bringing together the creativity and good work of the City, area artists and businesses to create jobs and spur Hartford's economy," said Greater Hartford Arts Council Chief Executive Officer Kate Bolduc.

"It's exciting to see the range and quality of the projects in our community," said David Panagore, the City's Chief Operating Officer and Director of Development Services. "Our goal has been to strike the balance between funding as many projects as possible while making sure each project succeeds."

A complete list of recipients is on: <http://grants.hartford.gov/WebFiles/HartfordArts.aspx> and at [www.LetsGoArts.org](http://www.LetsGoArts.org). A 6-member grant review panel--- comprised of City and Arts Council representatives--- judged each application on its direct economic impact, as well as factors such as management plan and artistic merit.